

In the Claims:

1. (Currently Amended) A method of rotatably displaying information in at least one selected cell of a grid electronic program guide having a plurality of cells, the method comprising the steps of:

storing ~~a banner with~~ the information for each cell of the grid electronic program guide in a rotatable banner form;

selecting at least one cell of the grid electronic program guide having a plurality of cells with the stored rotatable banner information; and

rotating the banner having the information for ~~in each cell in~~ the at least one selected cell for display in the electronic program guide a predetermined number of times to enable a viewer to fully read the information in the at least one selected cell ~~the banner while non-rotatably displaying the non-selected plurality of cells of the grid electronic program guide~~.

2. (Original) The method as claimed in claim 1 wherein the banner for each cell is an animated GIF file.

3. (Original) The method as claimed in claim 1, wherein the at least one cell is a column of cells.

4. (Original) The method as claimed in claim 1, wherein the at least one cell is a row of cells.

5. (Original) The method as claimed in claim 1, wherein the column of cells closest to the current time is selected.
6. (Original) The method as claimed in claim 1, wherein further comprising the step of:
selecting successive columns of cells, starting with the column representing a second closest to the current time and rotating the banners in the selected column of cells a predetermined period of time.
7. (Canceled)
8. (Currently Amended) The method as claimed in claim [[7]] 1, wherein [[the]] a user selects [[the]] said at least one cell by using a pointing device.
9. (Original) The method as claimed in claim 1, further comprising the step of:
jittering the rotation speed of some banners to make the banners more difficult to read.
10. (Currently Amended) An apparatus for rotatably displaying information in at least one cell[[s]] of a grid electronic program guide having a plurality of cells, the apparatus comprising:
means for storing a rotatable banner with the information for each cell of the grid electronic program guide;
means for selecting at least one cell of the grid electronic program guide; and
means for rotating the banner having the information for ~~in each cell in~~ the at least one

selected cell to display the banner in the electronic program guide a predetermined number of times to enable a viewer of the electronic program guide to fully read the information in the at least one selected cell while non-rotatably displaying the non-selected plurality of cells of the grid electronic program guide.

11. (Original) The apparatus according to claim 10, wherein the banner for each cell is an animated GIF file.

12. (Original) The apparatus according to claim 10, wherein the at least one cell is a column of cells.

13. (Original) The apparatus according to claim 10, wherein the least one cell is a row of cells.

14. (Original) The apparatus according to claim 12, wherein the column of cells closest to the current time is selected.

15. (Original) The apparatus according to claim 14, further comprising:

means for selecting successive columns of cells, starting with the column representing a second closest to the current time and rotating the banners in the selected column of cells a predetermined period of time.

16. (Canceled)

17. (Currently Amended) The apparatus according to claim ~~[[16]]~~ 10, wherein ~~[[the]]~~ a user selects that at least one cell by using a pointing device.

18. (Original) The apparatus according to claim 10, further comprising:
means for jittering the rotation speed of some banners to make the banners more difficult to read.

19. (Currently Amended) A computer readable storage medium having code for displaying information in cells of a grid electronic program guide, the computer readable storage medium comprising:

code for storing a banner with the information for each cell of the grid electronic program guide;

code for selecting at least one cell; and

code for rotating the banner in each cell in the at least one selected cell to display the banner in the grid electronic program guide a predetermined number of times to enable a viewer of the electronic program guide to fully read the information in the at least one selected cell while non-rotatably displaying the non-selected plurality of cells of the grid electronic program guide.